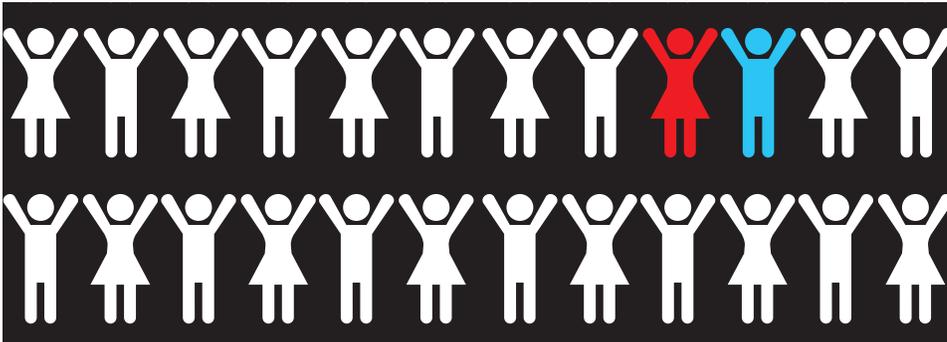


Case Study

Zephyr Health optimizes the launch of a new therapy with powerful opinion leader targeting



Key Takeaways

- Launch of a therapy for multiple sclerosis
- Company was new to the disease area
- Expensive consultancy delivered a list of key opinion leaders with over 51% irrelevant targets
- A better solution was needed to launch an innovative new therapy

Launching a therapy for multiple sclerosis

A leading, global life sciences company was prelaunch with a new therapy for multiple sclerosis (MS). The therapy was in development for use in an autoimmune disorder but fell short in clinical trials. Parallel Phase II studies however, looked promising for multiple sclerosis. They moved forward with Phase III studies in MS. This is perhaps a more typical scenario than most pharmaceutical companies would like. Prelaunch strategies require medical teams to be nimble and responsive to all the feedback collected from early trials, market sentiment, and field team interactions.

Finding the right experts and opinion leaders

Multiple sclerosis was a new market for the company. In preparation for launch, they prepared Medical Science Liaison (MSL) teams around the country to engage healthcare professionals with a focus on multiple sclerosis about the company's research and early clinical trial results. To succeed, they needed to find relevant MS-focused experts and thought leaders who could be advocates for the science behind the new therapy and supportive at launch.

An initial list of the top multiple sclerosis therapeutic area experts (TAEs) was compiled by a 3rd party consultancy that conducts a survey-based approach to collect and aggregate health care professional nominations to identify key opinion leaders in a disease area. Companies often spend upwards of \$100,000 for such starter lists to help their Medical Science Liaisons to hit the ground running with an idea of who the market thought leaders are. In addition to this survey-based approach, Zephyr Health was employed to use an attribute-based approach to identify potential experts.



“Medical Affairs initiatives have become more effective because we are targeting high value Healthcare Providers who meet specific criteria.”

- Director of Medical Affairs

In the first few months, they had initial feedback from the Medical Science Liaisons about the relevancy of the providers on the list. Based on field feedback over 51% targets on the list were irrelevant to MS. Though this percentage was not out of the ordinary with a seed list, Zephyr Health was brought in to investigate the problem and to see why the providers were deemed “not relevant” and what, if any, changes could be made to improve the output.

The answer was to use more data, more intelligently. Using the world’s largest set of data sources, powerful algorithms and advanced analytics, Zephyr Health’s solution reduced the number of irrelevant key opinion leaders from 51% to under 20%.

Having more data sources and powerful algorithms that corroborate which experts should be rising to the top proved to be more meaningful than relying on a single nominations-based approach. The company had confidence in the new expert profiles and was able to see more detail on each expert than ever before. The impact from lowering irrelevant providers from 51% to less than 20% was that the Medical Science Liaisons were able to increase efficiency, avoid losing time tracking down irrelevant providers and have more meaningful discussions based on Zephyr Health’s rich profiling. The team of MSLs was able to operate 10% faster and lower costs associated with additional research and unnecessary visits by 30%.

Zephyr Health provides improved targeting with better data and advanced analytics

Advanced market analytics were critical as well. Medical Science Liaison feedback was collected and shared with the entire organization. This feedback was used to identify the most important attributes that help define a thought leader for multiple sclerosis. The field appreciated being part of the process, which is what Zephyr Health’s closed loop analytics enables. Data-driven algorithms then honed in on what was most important to the Medical Science Liaisons in their targeting.

The influence and engagement data filters that provided the most valuable list of experts included clinicians with a combination of robust patient experience, research background and leadership positions. By refining the weighting of these attributes, their top 500 list evolved to show 13% new potential thought leaders. Relative importance of these dimensions was made possible with the direct feedback from the MSL teams. Using closed-loop analytics tools like mobile applications that collected field team feedback and integrated seamlessly with headquarter platforms, the company leveraged this invaluable field intelligence in real-time. Moreover, MSLs saw direct impact from their team’s collective experiences, pooled together to provide early input that gave headquarter teams the ability to respond more quickly to changes in targeting needs. Collected regularly, this motivated the field to provide their valuable input and enabled HQ and field teams to work efficiently toward an improved prelaunch strategy.

Key Takeaways

- **Zephyr Health reduced the number of irrelevant key opinion leaders from 51% to under 20%**
- **Based on the improved targeting Zephyr Health provided, the company’s Medical Science Liaisons were able to operate 10% faster and lowered their costs by 30%**
- **Zephyr Health delivered 13% new targets in the top 500 list**

About Zephyr Health

Zephyr Health is the leading insights-as-a-service company harnessing the power of Big Data for precise and confident product lifecycle performance for biopharmaceutical and medical device companies.